

# Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

April, 1970

## *In this Issue:*

Hospital Model on Display

7 Addy Awards Won by BC & BS

Seminar For Branch Office Girls



# Profile

Vol. 2, No. 11

April, 1970

Published monthly for the employees,  
their families, and friends of



**BLUE CROSS of FLORIDA, INC.**  
**BLUE SHIELD of FLORIDA, INC.**

532 Riverside Avenue  
Jacksonville, Florida 32201

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Carole Utley *Public Relations*

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George McKinnon  
Second Floor Carol Larson,  
Dave Hazlehurst  
Third Floor Ann Goble  
Fourth Floor Jeanne Singleton  
Fifth Floor Rosamond Rudd  
Seventh Floor Tommie Curry  
Eighth Floor Eugene White  
Ninth Floor Anne Pringle  
Tenth Floor Mae Hodges

### UNIVERSAL MARION BLDG.

Second Floor Johnnie Byrd  
Third Floor Ed Johns  
Fourth Floor Pat McCall  
Fifth Floor Martha Zipperer  
Sixth Floor Alice Allmon  
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## ABOUT THE COVER . . .



Blue Cross and Blue Shield employees inspect the model and architect's rendering of the University Hospital (formerly Duval Medical Center), presently under construction in Jacksonville.

This exhibit was on display in the Blue Cross and Blue Shield Riverside Building, in the May Street Lobby for a week in March.



## FUTURE UNIVERSITY HOSPITAL OF JACKSONVILLE

Just a vision a decade ago, the future University Hospital of Jacksonville presently under construction towers boldly over the city's north, casting its massive afternoon shadow on the tiny hospital it will soon replace. When opened in mid-1971, replacing the 45-year-old Duval Medical Center (DMC), its eight stories will encompass 504 beds, serve up to 150,000 emergency visits a year, and accommodate as many as 225,000 outpatients annually. Its cost: \$27,000,000.

### Medical Education a Major Role

Its designation as University Hospital of Jacksonville projects plans to make the 550,000 square foot facility a major urban center for medical education and training. Through its role as the "hub" of Jacksonville Hospitals Education Program (JHEP) activities, DMC has already become a major teaching institution. Between 60 and 80 interns and residents receive in-hospital education at DMC at all times, while providing patient care under the supervision of attending staff members and full-time physicians.

### Functional and Efficient

Incorporating many recent advances in automation and computerization, the new hospital will offer a maximum degree of patient care and comfort, while keeping down spiraling medical costs and minimizing problems caused by the chronic shortage of medical and technical personnel.

The unique double "Y" plan (dubbed the dog bone) will place all beds within 50 feet of a nursing station. This will be the first use of the double "Y" concept in a major hospital design. Each medical service—pediatrics, psychiatry, obstetrics-gynecology, acute and in-

tensive care—will occupy a separate floor.

Connected with the eight-story inpatient tower will be a five-story outpatient, administrative and emergency service area.

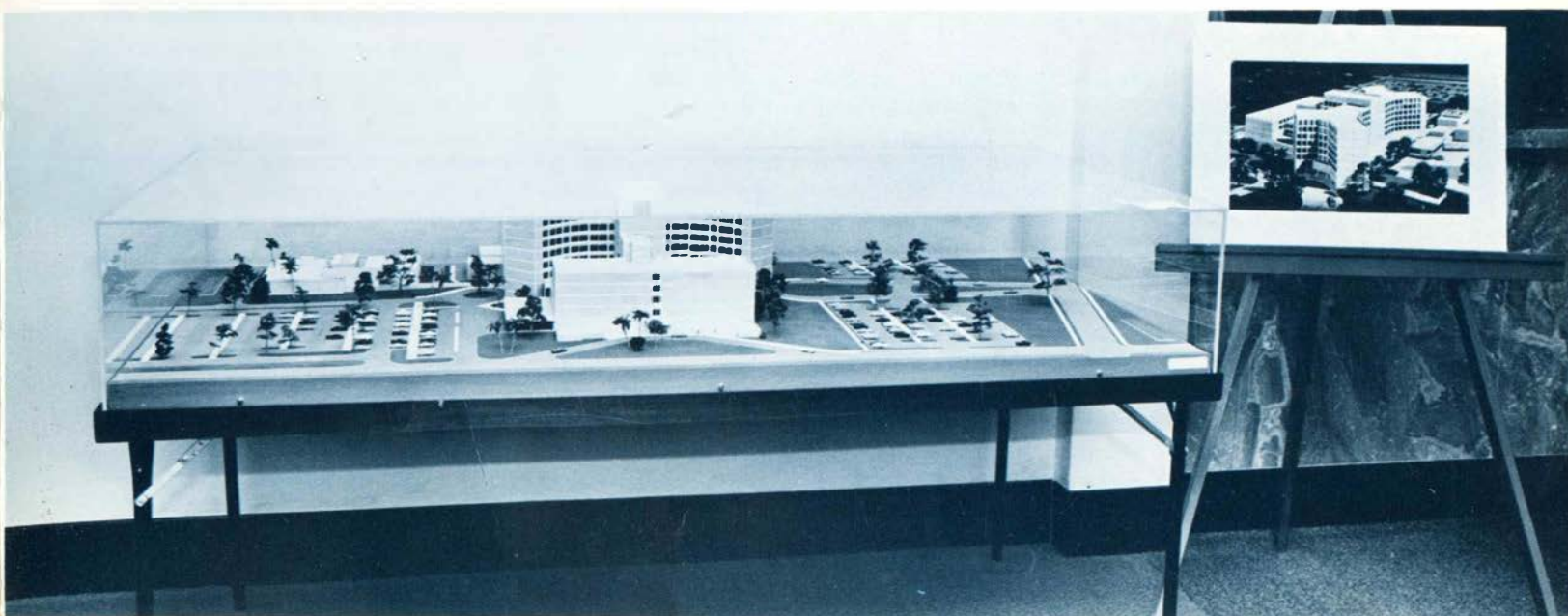
An outpatient department laboratory and x-ray service will be located and designed to meet the needs of the emergency room and clinics. A dispensing pharmacy is planned for ambulatory patients, and a special procedures area in the clinic will be equipped to offer both diagnosis and treatment.

"About 75% of hospital costs are in labor," stated Executive Director Michael Wood. "We plan to keep down these costs and at the same time help solve the hospital labor shortage by the application of mechanical and automated techniques, which can accomplish certain jobs faster, better and less expensively."

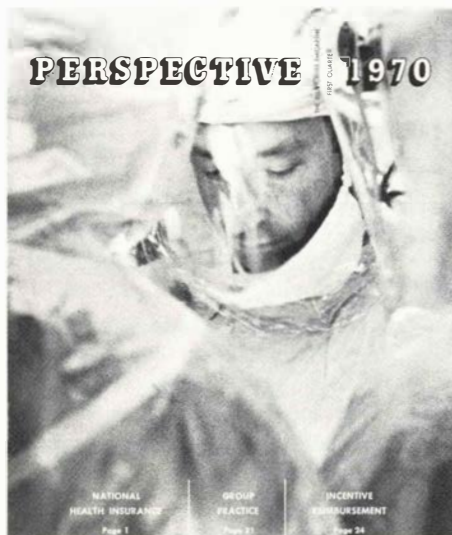
### Specialized Systems

Integral to this functional concept are numerous specialized delivery, disposal, communications and monitoring systems that will be incorporated throughout the hospital, including closed-circuit television, a pneumatic tube system for transporting items, a special pipe system for handling laundry and trash from floors to central collection points, remote dictation equipment, etc.

The new complex is located on a 30-acre site directly adjacent to the present building. Plans call for the utilization of the existing hospital for many years to come with the maintenance of some specialized services, extended care units, utilization of the medical auditorium and library. Other areas will be used for expanding teaching and research.



## "PERSPECTIVE" MAGAZINE PURCHASED FOR USE BY FLORIDA PLANS



A very fine quarterly publication, "Perspective," produced by the Cincinnati, Ohio Blue Cross and Blue Shield Plans, has been offered to other Plans. Florida, along with many other states, is purchasing copies for its distribution lists.

Approximately 1,000 copies of the first 1970 quarterly edition have been obtained with the Florida Plans' imprint on the back for distribution throughout Florida to such persons as legislators, insurance commissioner's office personnel, hospital administrators, hospital public relations personnel, FHA and FMA top personnel, field representatives, department heads, etc.

This excellent 32-page publication features such major subjects as national health insurance, group practice, and incentive reimbursement in this first quarterly edition. Depending upon reaction to the publication, it is likely that the Florida Plans will purchase continuing issues for future distribution on a regular basis.

## WHAT'S IN THE PACK ON THE BACK?

The recent postal employees strike which threatened to paralyze the nation points up the important role of the mail in the nation's economy.

Some interesting facts about our mail deliveries are reprinted below from "Contact," February, 1970, published by the International Council of Industrial Editors.

"About half the total mail load handled by the U. S. Post Office now involves business financial transactions—checks, bills, invoices, etc.

"Better than one out of every four pieces of mail is advertising; one in ten is either a magazine or newspaper. Less than 15% of the total pieces of mail handled last year by the Post Office represents correspondence between individuals, and more than half of this small percentage was greeting cards, the vast majority of them being sent at Christmas."

## NABSP HONORS LINKLETTER FOR DRUG WORK

Show business personality Art Linkletter recently received a special commendation from the National Association of Blue Shield Plans (NABSP) for his voluntary participation in a nation-wide program dealing with the problems of drug abuse.

Linkletter, who was recently asked by President Nixon to testify before a Senate subcommittee, joins three prominent actors who have contributed their efforts to Blue Shield's film trilogy on the drug abuse problem. Robert Mitchum, Paul Newman and Rod Steiger each narrate one of the three films in the series.

In a six-minute prologue to the film series entitled, "A Distant Drummer," Linkletter discusses the use of drugs, and his own daughter's leap to death from a Los Angeles apartment building last October in what he terms a "suicidal panic induced by LSD."

In addition, Linkletter has written an introduction to Blue Shield's booklet DRUG ABUSE: THE CHEMICAL COP-OUT which has already been distributed to almost two million Americans.



The plaque gives "a special vote of appreciation to Mr. Linkletter for his outstanding leadership and his assistance to NABSP in its public service drug abuse campaign."

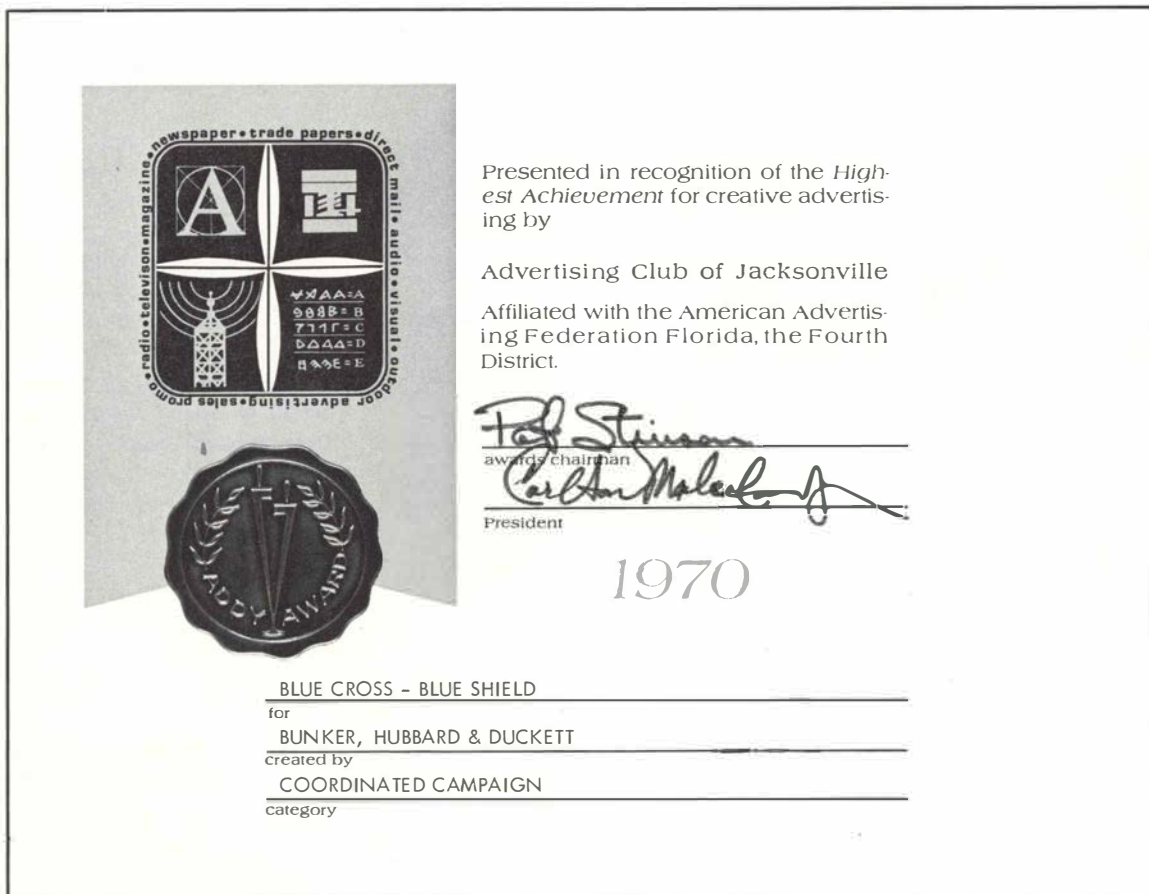
The first film in the trilogy, "A Movable Scene" deals with youth and soft drugs, such as marijuana, and is narrated by Robert Mitchum. "Flowers of Darkness" the second film in the Blue Shield series, narrated by Paul Newman, discusses heroin addiction. Academy award winner Rod Steiger narrates the third film, "Bridge From Nowhere" which deals with the rehabilitation of hard narcotics users.

More than 110,000 of the drug abuse booklets have been distributed to Floridians by the Florida Blue Cross & Blue Shield Plans. Films have also been made available for TV showings in many cities throughout the state.



# BLUE CROSS AND BLUE SHIELD

## TOP ADDY AWARD WINNER



*Pictured above is one of the seven Addy awards presented to Blue Cross and Blue Shield by the Jacksonville Advertising Club.*

David Mancini, Manager, Public Relations, was called forward not once, but seven times on March 23 when the Addy Awards were presented by the Jacksonville Advertising Club.

First place awards and Citations of Excellence were presented to Jacksonville advertisers during an awards dinner at the Alhambra Dinner Theater in recognition of the highest achievement for creative advertising.

Blue Cross and Blue Shield were the top winners in 1970 competition for outstanding creative writing, walking off with three first place awards and four Citation of Excellence certificates. Bunker, Hubbard and Duckett of Jacksonville is the advertising agency responsible for preparation of the winning entries.

First place awards were for the following:

1. Best Coordinated Advertising Campaign — "Automation."
2. Best Trade Paper Advertisement, 2-color — "Doctors Don't Really Need Florida Blue Shield."
3. Best TV Commercial, 30-seconds or less — "Mother and Baby."

Four Citation of Excellence awards were for the following:

1. 30-second TV Commercial — "Football"
2. 30-second TV Commercial — "Gator"
3. 60-second TV Commercial — "Leg Cast."
4. TV Commercial Campaign — "Leg Cast," "Spindle," "Football," "Gator," "Mother and Baby."

## TWO-DAY SEMINAR IN JACKSONVILLE



The Riverside Building in Jacksonville was the scene of a two-day meeting for some of our prettiest female employees on April 7 and 8. Representing 18 branches throughout the state, they came to see and hear about some of the things that make Blue Cross and Blue Shield "tick."

Sponsored by the Marketing Division, the itinerary included a tour of the Riverside Building for a look at the physical facilities of the home office. For most of the girls, this was their first visit.

The two days of meetings included talks by many department heads and supervisors, aimed primarily at the girls' everyday working responsibilities. Following the meetings, some of the girls were overheard to say how successful and beneficial the meetings were, and how much they had learned which would assist them in serving subscribers better in the future.

In attendance were: Mary Clink and Janet Dennie (Coral Gables); Beth Calkins and Virginia Bailey (Ft. Lauderdale); June O'Brien (Miami); Janet Underwood (Sarasota); Susan Speck (St. Petersburg); Pam Holman (Lakeland); Linda Kohrt (Daytona Beach); Gwen Cato (Panama City); Diane Breitmoser (Gainesville); Ligorina Sullivan (Ocala); Carol Stoker (West Palm Beach); Lois Thompson (Tampa); Sharon Boynton (Orlando); Mary Hansell (Ft. Myers); Helen Clements (Pensacola); Virginia Cunningham (Ft. Pierce); Coleen Harris (Merritt Island); and Evelyn McCormick (Tallahassee). Helen Glover and Janet Morgan represented the Jacksonville office.







#### Timely Reminder

## SIGNING UP FOR MEDICARE



Blue Cross and Blue Shield President H. A. Schroder is a firm believer in "Never put off until tomorrow what you can do today."

This well-worn statement is especially applicable to people approaching age 65 when they start thinking about applying for Medicare. Mr. Schroder, who will be retiring next month, is pictured here with Social Security Administration Operations Supervisor, Mrs. Martha Smith, signing up for Medicare. Mrs. Smith has just presented him with "Your Medicare Handbook," and explained the necessary action to take to become eligible for Medicare payments.

Many Floridians do "put off" filing for Medicare and as a result lose the valuable protection offered through the medical insurance part of Medicare. A person may enroll in the medical insurance or doctor bill part of Medicare in any of the three months prior to reaching age 65, and the insurance is effective the first day of the month of his or her 65th birthday. If a person fails to enroll at this time, he may do so in the birthday month or any of the three following months, but the insurance is not effective until some months later.

The people who are already receiving Social Security benefits will receive a medical insurance enrollment card two or three months before they are 65.

Those persons who have not yet signed up for Social Security should be sure and call their local office two or three months before reaching age 65 so that they are sure to be enrolled for Medicare before their 65th birthday.

Another requirement of which many people are unaware, according to a Jacksonville Social Security spokesman, is proof of birth. Here, Mr. Schroder hands Mrs. Smith his "Certificate of Baptism" which is necessary before eligibility is established for Social Security and Medicare benefits. "Many people," said the spokesman, "do not realize a birth certificate is required and when the time comes to sign up, are unable to show any proof of this. Sometimes several months elapse before proof can be obtained, and this results in a period of lost benefits."

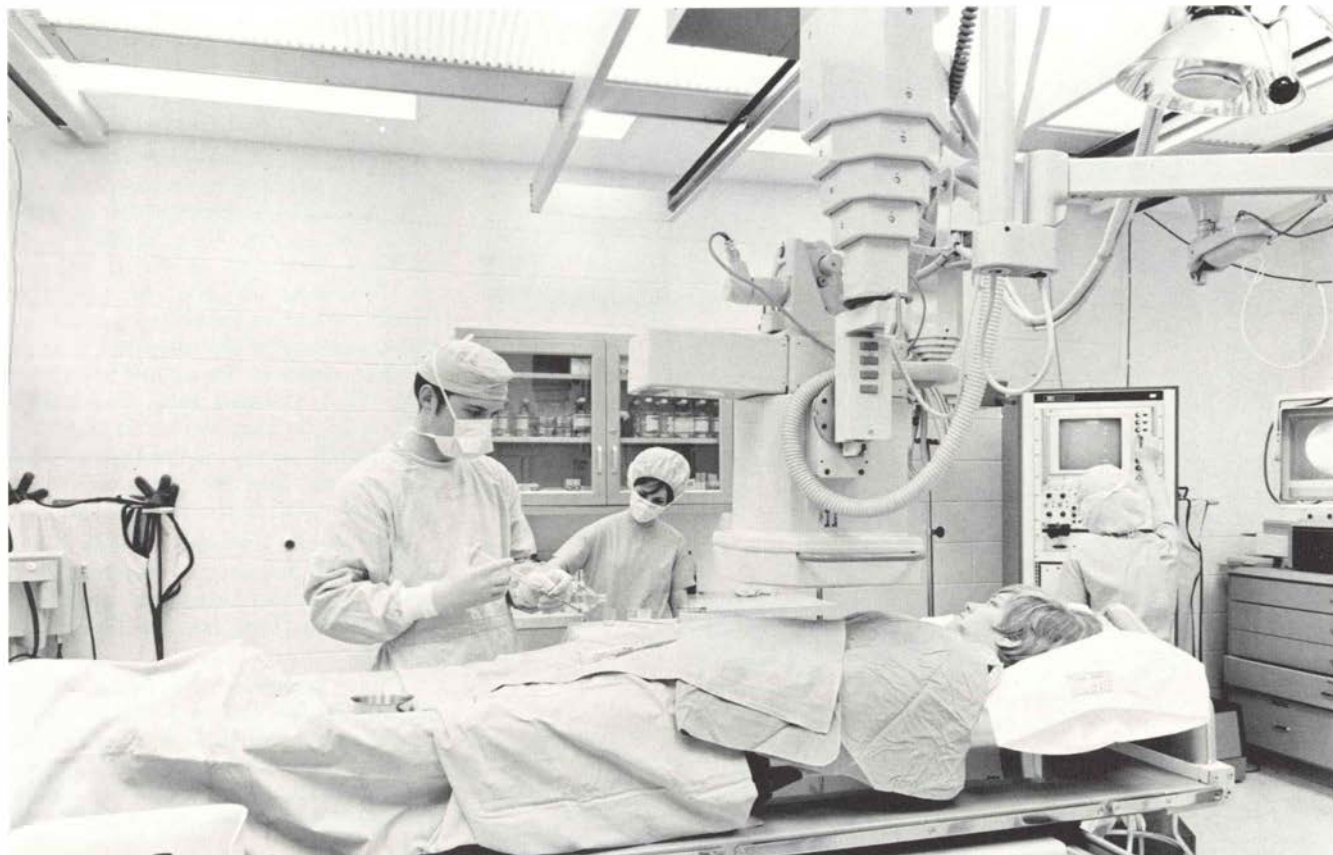
Whether you are a Blue Cross and Blue Shield employee who is nearing retirement age or have relatives or friends who are nearing 65, it is a good thing to keep in mind the above requirements. Be like Mr. Schroder and "Never put off until tomorrow what you can do today."

# AMERICANS ARE GETTING BETTER H ... BUT IT'S COSTING MORE

Your family physician suspects you or a member of your family might have a heart condition which could ultimately lead to a serious problem.

He may refer you to a cardiac physiology laboratory for a physical and diagnostic examination prior to your

Mr. Williams further points out that this \$600.00 does not include any physician referrals, examination, or diagnostic fees. Even more staggering to the patient's budget is the fact that this examination only brings him closer to the next step — correction of the problem. However, the

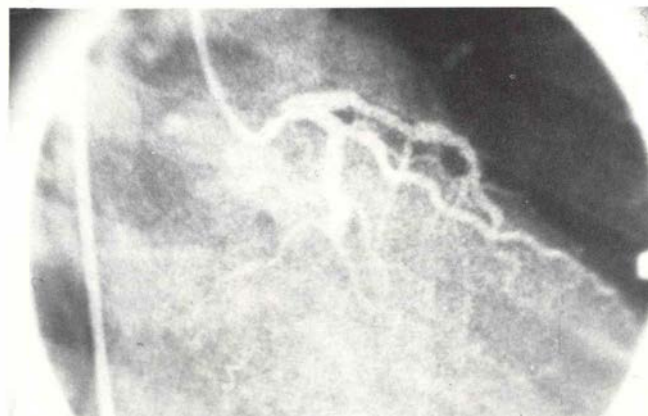


*Patient is prepared for diagnostic examination in Baptist Memorial Hospital's Cardiac Physiology Laboratory. The "cradle" in which she is lying, plus the overhead x-ray unit, were purchased and installed at a cost of approximately \$30,000. Monitors and programmed controlling devices installed in this lab can be seen in the background.*

admission to a hospital to determine if any surgical procedure is indicated.

Such diagnostic facilities are located in various parts of the state similar to the one at Baptist Memorial Hospital in Jacksonville, which opened its cardiac lab in May last year. The lab houses \$150,000 worth of equipment in a \$68,000 addition to the hospital.

There is no doubt that you and other Americans are getting better health care today than ever before, but it's costing you more, as evidenced in the material cost alone of the equipment and facility listed above. The lab's Technical Director, Donald E. Williams, estimates the diagnostic surgical procedure performed in their lab costs an average patient approximately \$600.00. This charge includes a private room for a three-day stay, and use of the laboratory and its equipment, including x-rays and movie films of the diagnosis. It also includes four technical people and a medical doctor who perform the surgical procedure in the lab.



*X-ray of a diseased coronary artery. Right, the damaged portion of the artery is bypassed by a graft from another healthy coronary artery to the heart muscle.*



# HEALTH CARE

surgical procedures conducted in the lab do provide guidelines to the physician for planning surgical and medical treatment of the diseased heart and its blood supply.

Hospital costs alone amounting to \$600.00 for this three-day hospital stay and tests sounds like a lot of money, adds Mr. Williams. But, he explains, use of this diagnostic lab is just one reason hospital costs are spiraling. In this patient's case, his bill reflects many charges, such as employees' salaries, food, drugs, hospital room, use of high-priced equipment, maintenance, laundry services, etc.

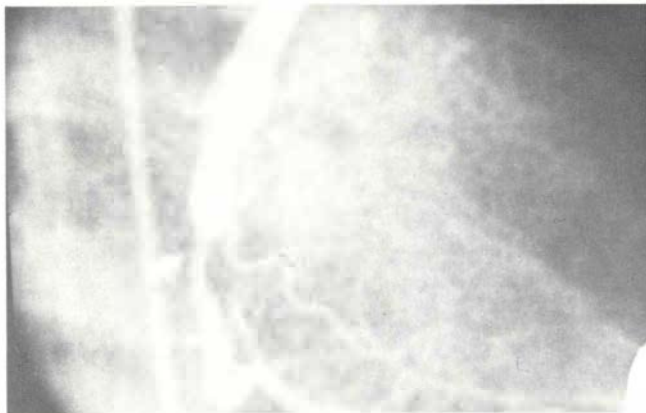
These cardiac facilities throughout the state provide the latest tools for the pre-operative and post-operative support of the hospitals' open heart surgery teams which have been performing this type of surgery for several years and at Baptist Hospital since 1963. Its equipment gives the surgical team the most valid diagnosis in the medical world today.

The main tool in the examination is a catheter, a small flexible plastic tube which is inserted into a vein or artery, in the arm or leg and then guided into the heart itself by the physician, using a fluoroscope. When in position, the catheter is connected to an electronic device which measures the pressures in the chambers of the heart, recording the results on a recording device and a monitor. Using the catheter, blood samples can be taken from any part of the heart and analyzed.

Also using the catheter, the physician can inject an opaque dye into the heart and record the defects shown by the dye with a rapid x-ray motion picture camera.

Study of the pressure pattern, the blood samples and the defects revealed by the dye allows final decision on the problems and guides plans to correct it.

This laboratory at Baptist Memorial Hospital and others around the state provide a full-range heart treatment service which is the best that can be accomplished by a general community hospital, as contrasted to an institution that specializes in heart treatment alone.



Coronary artery prior to surgery.  
The blockage of the artery has been by-passed by another part of the body enabling blood to carry blood unrestricted

## your hospital cares!

*Our first concern  
is your health*

Throughout the year hospital staffs in more than 7,000 hospitals across the country work unceasingly to provide high quality care for those in their communities. Much of this work is accomplished without fanfare or recognition. In fact, the general public rarely thinks of the hospital unless its services are needed.

But once a year National Hospital Week provides a time for attention to focus on the work that hospitals are doing. This week-long annual observance was established by the American Hospital Association and the purpose is to inform communities about their local hospitals and health care services.

In 1921, leaders in the health field recognized the importance of telling the public about the human side of hospitals. They initiated National Hospital Day. May 12 was chosen for the observance because it is the anniversary of the birth of hospital pioneer Florence Nightingale. In 1953, National Hospital Day was extended to a week.

This year's National Hospital Week is from May 10-16 and the theme is "Your Hospital Cares." This really means that "our first concern is your health."

## may 10-16 national hospital week

## HOPPER HEADS NATIONAL ACCOUNTS DEPARTMENT

Tom Stallworth, Vice President, Marketing Division, has announced the selection of James W. Hopper as Manager of the National Accounts Department.

The dual role of handling the responsibilities of the large national accounts, and personal involvement with these accounts, are the fine credentials Mr. Hopper brings along with him to this new assignment. The Department's fine attainment to date has been astutely handled by Mrs. Martha Harvey. Mrs. Harvey's vast internal knowledge and experience will now complement Mr. Hopper's external activities in this vital area which is expected to add substantially to the growth of the Plans.

Mr. Hopper brings to this Department the experience of 16 years with the Plans. Upon release from the Air Force as a First Lieutenant, his first assignment was in our Gainesville office, the home of his Alma Mater, the University of Florida. Two years later, he was assigned to Jacksonville, and then in 1958, he became branch manager of the Jacksonville area.

Mr. Hopper and his wife, June, have one son, Mark, 16, and two daughters, Terri, 14, and Gayle, 10.

## HULSEY & BRAY WIN AWARDS

Certificates of Achievement were presented to Phil Bray and Bob Hulsey in recognition of their outstanding performances in Jacksonville Dale Carnegie Courses.

They were selected by their classmates who voted them outstanding extemporaneous speakers during class sessions.

Phil, Special Assistant to Mel Snead, Vice President of Hospital Relations, spoke on "Telephone Solicitation in the Home" while Bob's topic was "Enthusiasm."

Bob, Sales Training Coordinator, and Phil are both enrolled in the 14-week course which they attend four hours, one night a week, for 14 consecutive weeks.

An excerpt from the certificate reads: "This recognition was earned because of determination and a strong desire for self-improvement. This award was made on the basis of outstanding performance as determined by vote of class members and instructors."



*Jim Hopper*



*Phil Bray*



*Group Sales Manager Joe McGurrin, left, presents award to Bob Hulsey.*



## EMPLOYEES AID IN CANCER CRUSADE

Four Blue Cross and Blue Shield employees have volunteered to assist the American Cancer Society in Jacksonville during its campaign drive taking place the month of April. The 1970 crusade goal in Duval County is \$167,500.

A kick-off breakfast for 450 volunteers was held on April 15 when crusade kits were passed out to all participants, and instructions were issued to each of the teams. Principal speaker was the Miami Dolphin's star quarterback Bob Griese.

Bob Flowers, Personnel Department, is captain of the Blue Cross and Blue Shield team, and will be assisted by Larry Trabucco, Personnel; Sam Steen, Methods, and Jim Pratt, Purchasing.

These men will call on several companies in Jacksonville, both soliciting donations to the cancer fund as well as providing educational information and materials to companies' employees.

The company also assisted the American Cancer Society through the use of its March GROUP NOTES publication. The back cover was devoted to a cancer detection ad with instructions to write the Public Relations Department in Jacksonville for cancer detection booklets for men and women both. At this date response has been heavy.

## CANCER FACTS

● CANCER'S WARNING SIGNALS are very important in discovering cancer when the disease is in its early, most curable stages. A warning signal indicates cancer **may** be present (it more frequently indicates a condition far less serious). But it should **always** mean an immediate visit to the doctor. Only he, with the aid of laboratory findings, can determine if it is cancer. The warning signals are:

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in size or color of a wart or mole.

If your signal lasts longer than two weeks, go to the doctor.

## DCT STUDENTS AND SUPERVISORS ATTEND BANQUET

On March 31 the employee-employer banquet for DCT students of Forrest High School was held in the Dolphin Room in the Gulf Life Tower.

Blue Cross and Blue Shield were certainly well represented as can be seen from the picture taken at the banquet.

The initials "DCT" stand for Diversified Cooperative Training, a program in which the company is vitally interested.



From left to right, Debbie Ziegler, Jerry White\*, Nancy Hill, Sara Slotterbeck (honorary member), Sue Conger\*, Susan Coffey, Kathy Taylor, Barbara Lanier\*, Arlene Davis\*, Brenda Smith, and Barbara Davis\*. The asterisk denotes full-time employees. Mrs. Lanier is most active in the DCT employment program with the company, having filled the shoes of Mrs. Slotterbeck who recently retired from the Personnel Department.

## IT JUST DIDN'T CHECK OUT

If you think your financial situation is ever "muddled up," you ought to hear the sad tale of woe told by the Merritt Island employees.

On a recent Thursday, anxiously looking forward to pay day, they opened the mail bag which should have contained their pay checks. There was plenty of mail, but no checks.

A follow-up call to the Payroll Department in Jacksonville failed to solve the mystery. The checks had been mailed on time to Merritt Island.

The following Monday, Jacksonville received a call from Branch Manager Phil Stackpole with the explanation. The payroll checks, still in their individual envelopes, were found in a mud hole in Merritt Island, about a mile from the post office. How they got there is still anybody's guess.

According to Coleen Harris in the Merritt Island branch, the checks were in such poor condition they had to be taken to the bank for "cleaning and cashing."

## Wedding



*Florie Mixon became the bride of Melton Gee on March 14.*

*Florie has been employed by Blue Cross and Blue Shield for four years and works in the Key punch Department.*

*Hattie Ranson, sister of the bride, was Matron of Honor. Hattie is an employee in the Sales Training Department, Agency Building.*

### SUGGESTION AWARD CHECK RUNS STORK A CLOSE RACE

When Bonnie Hebert, Blue Shield Complementary Coverage, submitted a suggestion last fall, little did she guess it would be the second highest award paid in the company's Suggestion Award Program. Not only that, it turned out that her check for \$122.00 arrived simultaneously with the birth of her baby.

The estimated cost savings which resulted from Bonnie's suggestion took a long time to work up. By the time it was approved and developed, she had already left the company for maternity reasons. Her check was, therefore, mailed to her home. Her former co-worker, Margaret Smith, reported Bonnie was quite thrilled to receive the money just in time to help out with the expenses of the new baby.

Her winning suggestion was to **print the doctor's code number next to his name on the Medicare Explanation of Benefits forms when payment is assigned.** This new procedure has already been implemented.

### \$23.00 SUGGESTION AWARD CHECK PRESENTED

Betty Crutchfield, an employee in the Agency Building, with the Florida Combined Insurance Agency, received a letter of congratulations from H. A. Schroder along with a check for \$23.00 for her winning suggestion. The check is presented here by Bob Fetzner, Manager of FCIA.

Betty's winning idea concerned the Blue Cross and Blue Shield transmittal FCIA form. Her suggestion to **make only two xerox copies of this form instead of the usual three** resulted in enough monetary savings for one year to earn her 10% of that savings — \$23.00.



### FT. PIERCE POTPOURRI

Representative Foster Wright and wife, June, became grandparents for the first time on March 9. Christopher John Drake was born to Foster's daughter Kathleen and husband, John Drake.

That was not the only excitement in the Ft. Pierce office. Foster's secretary, Virginia Dykes, was married on March 6 to John P. Cunningham, with a honeymoon following in the Grand Bahama Islands.

**SYMPATHY . . .** is extended to the family of Mr. and Mrs. Willard W. James on the death of their son, Warrant Officer Paul J., killed in action in Vietnam on March 7.

Bill James, retired Lt. Colonel, is a Hospital Relations Representative for Blue Cross and Blue Shield in Ft. Lauderdale, working for Mr. Mel Snead, Vice President of Hospital Relations.



## BITS &amp; PIECES

## THE FIRST MOTHER'S DAY

We are honoring all mothers this year on May 10, but when was the first such holiday observed?

According to a recent news release from CHANEL, the first Mother's Day celebration was probably the festival of Hilaria in honor of Cybele, the mother of the gods, on the Ides of March, about 250 B.C.

The first Mother's Day in the United States was May 10, 1914, when President Woodrow Wilson proclaimed the second Sunday of May as a day of national observance in honor of the nation's mothers.

JACKSONVILLE EMPLOYEES CLUB  
FLOWER FUND

Because of the large number of employees hired each week, Employees Club President Flake Hewett has issued the following information regarding the Club's flower fund policy.

Flowers are purchased by the Club for an employee when he or she is hospitalized. They are also purchased in the event of a death in the immediate family of an Employee Club member, which consists of the father, mother, spouse, son or daughter.

When employees know of someone who should receive flowers based on the above policy, they should contact the supervisor of the employee involved. The supervisor will then notify either an Officer of the Club, or Kerry Albert. Kerry is responsible for ordering flowers and her extension is 6264.

The purpose of the Employees Club contribution (25¢ deducted from payroll checks once each quarter) is solely to provide a fund for flowers as outlined above.

## "PALMER DAY" AT GJO



The picture above appeared in the **Jacksonville Times-Union** on March 19 with the cutline, "Palmer Offers Helpful Hints To Boys Club Fans."

Coincidentally, the boys shown with Arnold Palmer are Benny Palmer, 8, and Dicky Palmer, 10 (no relation to Arnie). They are the sons of Yvonne Palmer, a billing clerk for Florida Combined Insurance Agency, located in the Agency Building on Myra Street in Jacksonville. Yvonne has been employed by Blue Cross and Blue Shield since February 23.

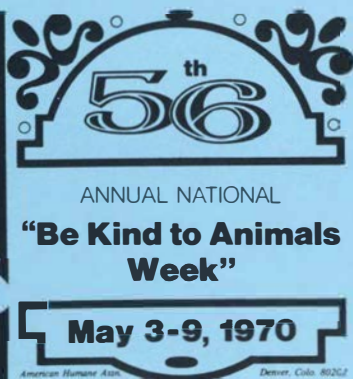
Benny and Dicky were snapped with Arnie on March 18 at Hidden Hills during the Greater Jacksonville Open Golf Tournament in which he participated. Yvonne's sons were sponsored during the event by the Jacksonville Boys Club.

## DICTATION

Two junior executives were discussing secretaries. "My wife objects to my having a good-looking secretary," the first executive complained.

"I can have a good-looking secretary if I wish," replied the second chap. "My wife only insists that he be efficient." —Lane Olinghouse

be  
kind  
to  
animals



## TIPS FOR WOMEN LIVING ALONE

1. Any public listing of your name, i.e., phone book, checking account, charge account plates and credit cards, should contain the initials of your first name and middle name, and never be prefixed with Miss or Mrs.

2. If you receive obscene phone calls, the best defense is to hang up. In most cases, it is a random dialer and he will not call again. If you do have repeat calls, notify the Police Department and file a report; then change your number.

3. Never let door-to-door salesmen or solicitors into your house or apartment. If a utility serviceman comes to your door in regard to some repair that you did not order, check his identification and phone the company involved before admitting him.

4. To deter prowlers, never leave shades up in the bathroom or bedroom. If your living room faces a public street or busy private sidewalk, keep the shades down. When you leave the house at night or expect to come back during the night, leave a light on in the residence and also by the entrance you will use on returning. If you have a garage or carport, have a light on in that area.

5. If you do have a prowler, call the police. Do not try to apprehend him yourself, or request anyone else to attempt it. If you can, get a description of the would-be intruder and the car he is using, without leaving your home.

6. If you have only one phone in your residence, have it in the bedroom, or have a long cord put on it so that it can be carried there.

7. It's a good idea when moving into a new residence to change the locks on the doors. Jimmy-resistant locks are available. Be sure to secure all doors, and do not leave a key under the mat, in a flower pot or above the door where any burglar would be sure to look. For under \$3.00, mini-magnifying glass cylinders can be bought for installation in the front door, thereby enabling you to see who is outside.

8. If it's dark, or will be by the time you return to your car, leave it parked under, or as near to, a street lamp as you can get.

9. Even in your own driveway, to safeguard against theft or surprise visitors, always close the windows tight, put all packages in the trunk and lock the doors.

10. If walking to your car, or the bus, or other transportation, ask a friend to join you. Better yet, walk with a group. Avoid dimly-lit, isolated and unlighted areas.

11. Know bus schedules and time your arrival at the stop so you don't have to wait long.

12. Report any suspicious persons or activities to the police department, or if you are on the company grounds, to our security guards. Police prefer false alarms as opposed to being notified after a crime has been committed.

## UGLY, UGLY WORDS FROM THE PAST

More than a half-century ago, following the first World War, when Germany was torn with internal strife, a raid on Communist headquarters in Dusseldorf resulted in the seizure of files labeled "Communist Rules for Revolution".

These rules have been reprinted many times in many publications but no amount of coverage is too great to afford this disturbing, thought provoking subject.

Following are these so called rules dictated by some long dead Communist. Read these words and ask yourself if it be possible that these rules are presently being used to hasten the death of our democracy.

1. Corrupt the young; get them away from religion. Get them interested in sex. Make them superficial; destroy their ruggedness.
2. Get control of all means of publicity, and thereby get people's minds off their government by focusing their attention on athletics, sexy books, plays and other trivialities.
3. Divide people into hostile groups by constantly harping on controversial matters of no importance.
4. Destroy the people's faith in their natural leaders by holding the latter up to contempt, ridicule and obloquy.
5. Always preach true democracy, but seize power as fast and as ruthlessly as possible.
6. By encouraging government extravagance, and destroy its credit; produce fear of inflation, rising prices and discontent.
7. Foment strikes in vital industries; encourage civil disorders and foster a lenient and soft attitude on the part of the government toward these disorders.
8. By spacious argument cause a breakdown of the old moral virtues; honest, sobriety, continence, faith in the pledged work, ruggedness.
9. Cause the registration of all firearms on some pretext, with a view of confiscation of them and leaving the population helpless.

*(The above article was reprinted from the February BULLETIN of the Meninak Club of Jacksonville.)*

## BRANCHES MOVE TO NEW LOCATIONS

Not to be outdone by all the moves taking place in Jacksonville, three branch offices have also relocated.

Lakeland has moved to 4406 South Florida Avenue, Suite 20, Zip 33803, phone 813-646-8594.

Orlando is relocated at 1001 Executive Center Drive, Suite 152, same phone number.

Sarasota doubled its space within the same building and changed its mailing address to Post Office Drawer 2928.





One of the most exciting things about sports is that a variety of them are in full swing across the nation at all times.

Following football, basketball takes over. On the heels of basketball play-offs, along comes baseball and softball.

In the middle of these, especially in Florida, sports enthusiasts also enjoy tennis, golf, bowling, water skiing, swimming, and boating year round.

The BC & BS Employees Club in Jacksonville sponsors several sports tournaments throughout the year, and through the Club, the company sponsors several teams and events.

The men's basketball league just completed the season with **Blue Cross** coming in **second** and **Blue Shield** **fourth**. Both teams played in the Industrial South League, made up of seven teams.

Ray Pack and Larry Bold coached the Blue Cross team which had a 10-3 record, and the Blue Shield team with an 8-5 record was coached by Jerry Mauney.

At the time this issue went to press, the company bowling teams were nearing the end of the season. The Women's Bowling League lead was battled for by the "Fearsome Foursome," the "Strikers," and the "Poor Four." The Men's League leaders were the "Freeloaders" and "Strikers."

Tennis tournaments for men and women were also in progress at the time this went to press. The men's tournament started on April

18, and is still going on. Although rained out on April 5, the women's tournament was rescheduled for April 19. Tournament results will be published in the next issue of PROFILE.

Beginning April 20, the softball season began and Employees Club President Flake Hewett reported the company will sponsor two men's teams and one women's team. Managers of the men's teams are

Gene White and Dick Towery. Wanda Tyson will manage the women's team, with assistance from Arva Butler.

The Club also sponsored a spring golf tournament at Ft. George Island on April 4. Gift certificates totaling \$71.00 presented to the winners were redeemable at the pro shop and were won by the following "duffers":



*April 4 golf tournament winners from left are: Glenn George, Bill Foley, Charlie Webb, Ted Lewis, Jim Peaks, Bob Flowers, and Ray Pack. Insert photo is Larry Bold, another winner. J. D. Burnsed completes the list of winners but was unavailable for a picture.*

#### LOW GROSS WINNERS

Glenn George	First	Score 84	Prize \$12.00
Charlie Webb	Second	Score 89	Prize \$ 8.50
Ted Lewis	Third	Score 89	Prize \$ 6.00

#### HANDICAP WINNERS

Jim Peaks—	First	Actual Score 80	Handicap Score 74	Prize \$19.00
Bill Foley—(Blue Shield)	Second	Actual Score 89	Handicap Score 74	Prize \$12.00
J. D. Burnsed—	Third	Actual Score 101	Handicap Score 74	Prize \$ 6.00

Longest drive, Bob Flowers; longest putt, Ray Pack; ball closest to pin, Larry Bold. All won \$2.50.

**Schools teach your kids  
how to read and write.**

**We teach them how to save lives.**



**help  
us  
help**

**The American Red Cross.  
We don't know where  
we'll be needed next.  
You don't either.**

**the bold  
new city  
is you...**

